

Organization Name Southeast Montana Tourism

Project Name Cooperative Marketing- Yellowstone County Museum Brochure

Application Completed by John Brewer

Approval Requested

X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Southeast Montana Tourism has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. The Southeast Montana Tourism Cooperative Marketing Application is attached. It is stated that the successful applicant must show that the project for which funds are being requested will benefit Southeast Montana Tourism by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Yellowstone County Museum in Billings, MT has requested funds to redesign and reprint and distribute brochures for the upcoming year. If approved, these funds would be used for design costs, printing costs, and distribution costs only.

The brochures will be bifold brochures folded to 3.66"x8.5". The front panel will have exterior photos and the YCM logo. The brochure will cover various historical aspects of Yellowstone County, as well as information regarding the museum itself.

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Southeast Montana Tourism Annual Budget Overview.

Please note that though the application requires placement of the Southeast Montana Tourism logo and Southeast Montana Tourism website on printed material, the recipient has been notified that in order to receive funds they must place the Southeast Montana Tourism logo and website on the print project instead.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: increase 10%
 - Stakeholder Report Card: Receive a 70% approval rating in the second year of operation from all stakeholders throughout Southeast Montana Tourism.
1. Strive to fulfill Southeast Montana Tourism's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Southeast Montana Tourism.
 - b. Use the proximity of major tourist attractions beyond the borders of Southeast Montana Tourism as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.

We will also fulfill Southeast Montana Tourism's mission by showcasing our cultural heritage, developing memorable experiences and by developing and implement educational programs designed to educate residents of the region about the benefits of tourism, as well as train front line employees in Southeast Montana Tourism how to create an experience that will lead to repeat visitation.

2. Use Southeast Montana Tourism's most well known thematical assets to draw people to the region.
These assets are:
 - a. Experience
 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Southeast Montana Tourism brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Raise awareness of Southeast Montana Tourism as a multi-faceted tourism destination among identified target markets and audiences.
5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes X No___

**Southeast Montana Tourism
Print**

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
Cooperative Marketing- YCM Brochure Printing	645.73 +	645.73 =	1291.46
Distribution	404.00 +	404.00 =	808.00
Layout Design	53.50 +	53.50 =	107.00
TOTAL	1103.22 +	1103.22 =	2206.46
<hr/>			
REGION/CVB PROJECT TOTAL	1103.22 +	1103.22 =	2206.46

REQUIRED SPECS FOR PROJECTS

PRINTED MATERIALS

Publication Yellowstone County Museum Brochure
 Quantity 10,000 Size 3.66" x 8.5" folded
 Ad Sales (Yes or No) No Percentage n/a

Organization Name: Yellowstone County Museum

Project Supervisor: Chas Weldon

Project Title: Yellowstone County Museum Brochure

Total Budget for Project: \$2206.46

Percentage of Cooperative Funds requested: 50%

Dollar Amount of Cooperative Funds requested: \$1103.23

Proposed starting and ending dates of the project (maximum 1 year):

From: 3/30/2012

To: 4/15/2012

Funding Sources:

A. Southeast Montana Tourism Funds:\$1103.23

B. Memberships \$

C. Advertising Revenue \$

D. Cash on Hand to provide the match:\$1103.23

1. _____ \$ _____

TOTAL:**\$2,206.45**



APPLICATION FOR SOUTHEAST MONTANA COOPERATIVE MARKETING FUNDS

Application MUST be typed. Handwritten applications will not be accepted. Applications should be forwarded to Southeast Montana electronically or mailed with 5 copies to the Southeast Montana Office.

Nick@CusterCountry.com

815 S. 27th St Billings, MT 59101

Ph. (406) 294-5270 Fax. (406) 2457333

Organization Name _____ Telephone _____

Project Supervisor _____

Address _____ City _____ State _____ Zip _____

Email _____

Project Title _____

Total Budget for Project (taken from attached detailed budget on page 5) \$ _____

Amount of Co-op Funds Requested (not to exceed 50% of total project budget) \$ _____

Proposed starting and ending dates of the project (project must be completed within one year of funds being awarded):

Start: _____ End: _____

Southeast Montana Application for Funding

We are pleased you have requested an application to apply for Southeast Montana marketing grants. The purpose of these funds is to grow our tourism economy through increased visitor spending throughout Southeast Montana. Successful applicants will utilize these funds in accordance with Southeast Montana's Mission: *to increase visitors to Southeast Montana by increasing awareness of our region, showcasing our cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism.*

Grants are made available through the lodging tax collected in the Southeast Montana region. For every occupied room night in Montana lodging establishments, guests are taxed 7%. A portion of those funds are returned to Southeastern Montana.

Deadline

Applications must be received at the Southeast Montana office, 815 S. 27th St. Billings, MT 59101 (PO Box 31177, 59107) **by 5:00 pm on February 29, 2012.**

Eligible Applicants

To be eligible for cooperative funding, applicants must meet the following requirements:

- 1) Project must be of a strictly marketing nature to promote an area or event within Southeast Montana;
- 2) Project must prove an ability to generate visitors, or room nights, or increase visitor spending to the Southeast Montana region. The Southeast Montana Cooperative Grant Committee will determine whether the project meets this criterion. If it does not, the project will be disqualified;
- 3) Availability of Southeast Montana resources will determine how many projects and how much will be granted in total annually. This year Southeast Montana will grant a total of \$10,000;
- 4) The applicant's project must total no less than \$500 and be seeking at least a \$250 grant;
- 5) Applicants shall have an active status as a non-profit organization with the Montana Secretary of State and hold open meetings for public participation;
- 6) No more than 50% of any one line item within the project application may be funded (printing, design, distribution, etc.). No more than 50% of the total project budget may be funded;
- 7) In-kind services shall not be counted as part of an eligible match;
- 8) Vendors will be paid directly after Southeast Montana has received the original receipt.

Project Criteria

Supervisors for approved projects must agree to follow the rules and regulations set forth by the State of Montana as well as the Southeast Montana Board outlined below:

Printed Material (Brochures, rack cards, etc.)

- (1) The Southeast Montana logo and web site www.CusterCountry.com shall appear on all printed materials;
- (2) Acknowledgement of partnership on collateral: "Produced with support from Montana's Southeast Montana with Accommodations Tax Funds.";
- (3) Include the line "Printed in (name of the country such as USA or Canada, etc.) for free distribution.";
- (4) Any publication that contains advertising shall contain a ratio of at least 50% editorial and no more than 50% advertising;
- (5) All print projects shall include "Alternative accessible formats of this document will be provided upon request." It is the applicants responsibility to ensure compliance;
- (6) 95% of all printing, paper and paper products shall maximize the use of recycled fiber. Project shall contain "Printed on recycled paper" or use the recycled symbol. "Recycled" means, in this case, the paper used should have some recycled content. You will be trusting that your printer will be able to provide some recycled content;
- (7) A minimum of three original or faxed bids for printing must be provided to Southeast Montana if the printing will total \$1,999 or more;
- (8) State in your bid letters to printers that bids must be inclusive of all costs, including design, printing, and freight to destination stated in your print bid. Specific type of paper required, brightness, and any folding required. Any additional charges not part of the original bid will be the responsibility of the applicant. Inform the printer that the bids must be good for 60 days;
- (9) Instruct your printer to send a proof to Southeast Montana prior to the actual printing of the piece. This may be forwarded via email in .jpg or .pdf format to Nick@custercountry.com;
- (10) Fund recipients must provide copies of print products along with invoices to Southeast Montana upon completion;

- (11) Fund recipients must provide an explanation of the evaluation mechanism used and the results. Results should document both cost effectiveness and project effectiveness.

Print Advertising

- (1) The Southeast Montana logo and web site www.CusterCountry.com shall appear on all printed materials;
- (2) All print ads shall be coded to provide a means of evaluation through inquiry tracking;
- (3) Fund recipients shall provide a copy of the actual ad placed along with the magazine cover from every publication in which ad space was purchased to Southeast Montana;
- (4) Fund recipients must provide a summary of inquiries generated by each publication and cost per inquiry. Cost per inquiry (CPI) equals cost divided by number of inquiries;
- (5) Fund recipients must provide an explanation of the evaluation mechanism used and the results. Results should document both cost effectiveness and project effectiveness.

Television and Radio Advertising

- (1) When appropriate, the word "Montana" shall be stated on all audio tracks;
- (2) Southeast Montana logo shall be visible in all TV productions;
- (3) An affidavit of the media buy, along with a copy of the audio/video tape must be provided to Southeast Montana;
- (4) Fund recipients must provide an analysis of response if the advertising was a call to action. If the advertisement was not intended to generate responses, describe the method of evaluation;
- (5) Fund recipients must provide an explanation of the evaluation mechanism used and the results. Results should document both cost effectiveness and project effectiveness.

Film/Video Projects

- (1) Montana, spelled out in its entirety, shall appear at first glance on all visual mediums and shall be stated on the sound track;
- (2) A minimum of three original or faxed bids must be provided to Southeast Montana;
- (3) A distribution plan shall be included;
- (4) Any project greater than 60 seconds must include the line "Produced with Accommodations Tax Funds.";
- (5) Fund recipients must provide a copy of the film or video upon completion;
- (6) Fund recipients must provide an explanation of the evaluation mechanism used and the results. Results should document both cost effectiveness and project effectiveness.

Constructed Billboards

- (1) The following documentation shall be submitted to Southeast Montana prior to commitment of funds:
 - a. Written approval from the Department of Transportation for location;
 - b. Written permission from landowner to construct a board;
 - c. Signed agreement from the applicant on method of maintenance.
- (2) Fund recipients must provide a photo or layout of the final board;
- (3) Fund recipients must provide an explanation of the evaluation mechanism used and the results. Results should document both cost effectiveness and project effectiveness.

Process

- 1) If submitting application by mail or hand delivery, 5 copies of the attached application and any supporting documents must be provided to Southeast Montana at the Southeast Montana offices: Attn: Nick Mann; MONTANA'S SOUTHEAST MONTANA; 815 S. 27th St; Billings, Mt 59101. If submitting application electronically via email or fax, only one copy is necessary: Nick@custercountry.com; Fax: (406) 245-7333;
- 2) Cooperative Marketing applications will be reviewed by the Grant Committee and notification will begin approximately 10 business days after the closing date based upon the formal approval timeline for the state Tourism Advisory Council;
- 3) Funds will be dispersed upon applicants' signing of "letter of agreement.";

- 4) Failure to comply with any of the criteria listed here may require full repayment of Southeast Montana monies from the awarded organization;
- 5) Award money will not be retroactive. (i.e.: Southeast Montana will not pay for advertising/promotions/obligations/other contracted for by the applicant prior to grant being awarded);
- 6) Other rules, regulations, policies, and procedures pertaining to this grant are at the sole discretion of Southeast Montana and the state Tourism Advisory Council;
- 7) Award recipients must provide a project completion report and samples of produced pieces to Southeast Montana upon completion (within one month of project or event being completed).

Southeast Montana Application for Cooperative Marketing Funding

Applications will be graded on a point system. Each section listed below is weighted with the number of points shown. The applications with the highest number of points out of a possible 200 will receive funding. The Southeast Montana Cooperative Grant Committee will determine the amount of funding each successful application receives.

1. Please provide a clear, concise and complete narrative description of this project. Provide enough information so that all who review can readily envision the project. Include details for print projects (the number to be printed, size, distribution plan and percentage of advertising vs editorial); print ads (publications, size, fulfillment plan); billboards (the traffic count on highway, location); for broadcast ads (stations, area of coverage, length of spot and fulfillment process). No more than 150 words. **(60 Points)**
2. How does your project build on our regional assets and enhance our regional brand identity as noted here: ***Historic Adventure**, that is what a visit to Southeast Montana promises. This is the land where visitors can ride their bicycles on the trails that once carried the soldiers and warriors of two proud nations as they clashed on the banks of the Little Bighorn. This is the land where visitors can catch trophy paddlefish from the same river that flows past Pompeys Pillar, where William Clark left his mark on history as he carried home the news of the great land he had discovered. This is the land where visitors can enjoy homemade milkshakes and pitchfork fondue, served by the friendly descendants of the settlers and pioneers who defied the odds and built thriving communities where before there was only prairie. This is the land where visitors can watch the swirl of color and feel the beat of the drum that has nourished the tribes of the Crow and Cheyenne for half a millennia. This is Southeast Montana.* **(20 Points)**
3. Please provide a description of the anticipated economic benefit of this project such as increased visitation, increased length of stay, and how the appeal of our region will be increased. **(30 Points)**
4. Please identify your target market for this project. Does this reach travelers outside of your immediate area and/or those already visiting your area? **(30 Points)**
5. How will you evaluate the success of this project? Keep in mind that you must submit your evaluation on this basis at the ending date of your project, so be realistic and specific. (Increase attendance by X; increase trackable room nights by X, etc.) **(30 Points)**
6. Indicate when you would need funds from Southeast Montana. Be aware that once funding is recommended a contract will need to be executed with Southeast Montana. Payment will come from Southeast Montana directly to your vendors. **(10 Points)**
7. In closing...please provide any other comments you would like to have considered that relate to this project application. **(5 Points)**
8. Complete the budget form on page 6. **(10 Points)**

9. An additional 5 points will be rewarded if the application includes all required elements and is presented in an easy-to-follow format **(5 Points)**

COOPERATIVE MARKETING PROJECT BUDGET
(Administrative and Operational Expenses are not eligible)

	SOUTHEAST MONTANA	APPLICANT	TOTAL COST
1. Print Advertising			
Creative			
Placement			
2. Television Advertising			
Creative			
Placement			
3. Radio Advertising			
Creative			
Placement			
4. Travel Promotion Literature			
A. Printing (All printing over \$1999 requires 3 bids)			
B. Layout Design			
C. Distribution			
D. Freight			
5. Billboards			
Creative			
Placement			
6. Film/Video			
Creative			
Placement			
7. Professional Services			
8. Other ()			

TOTAL

\$ _____ \$ _____ \$ _____

SOUTHEAST MONTANA COOPERATIVE MARKETING PROGRAM CERTIFICATE OF COMPLIANCE and CHECKLIST

The following items must be answered "YES" to be considered and approved for funding: This page may be scanned and sent electronically (preferred) or mailed.

YES NO

- () () 1. I certify this application and attachments are correct to the best of my knowledge. I am aware that, if approved, this application becomes an agreement.
- () () 2. I understand that the Montana Department of Commerce reserves the right to audit the project both for performance and accounting.
- () () 3. I understand that I may not commit these funds until after the authorized approval of the project. Southeast Montana will inform me in writing when and if the funding has been approved.
- () () 4. I understand that budget line items can only be adjusted 15%. Total marketing funds will be provided only in the amount approved by Southeast Montana.
- () () 5. I understand Southeast Montana has the right to deny any payment if the organization does not meet eligibility guidelines or if the organization is not complying with approved program.
- () () 6. It is understood that the organization will in no way represent itself as Montana's Southeast Montana.
- () () 7. As required by the Montana Office of Tourism, our organization holds open meetings to the public.
- () () 8. When project is completed, I will send Southeast Montana five hard copies of the finished project, or one electronic copy. (i.e. copies of brochures, tear sheets, TV and radio affidavits, scripts. Only one picture of billboards or copy of video is required.)
- () () 9. I will submit a project completion/evaluation report upon completion of project as required by the Tourism Advisory Council in the format required.
- () () 10. I have attached a copy of our 501(C) non-profit status.
- () () 11. I have included all required attachments as stipulated under "Project Criteria;" including a copy of three print bids if I am requesting funds for printing along with a copy of my specifications sent to bidders with the request for bids.
- () () 12. I will instruct my printer to send a proof to Southeast Montana prior to the actual printing of the piece via email in .jpg or .pdf format to Nick@CusterCountry.com
- () () 13. I understand that I may not pay any project bill to the vendor for which Southeast Montana is sharing costs. Southeast Montana must pay the vendor directly for the amount of the funds awarded.

Project Supervisor (signature required)

Date

Signature/DATE Project Authorized by Southeast Montana _____
DATE Project Authorized by Tourism Advisory Council _____